

ROUs: 1110 / 1210 / 1310 / 1710

**Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet**

<u>Sales</u>		<u>Retail</u>	
1221	_____	1222	_____
1222	_____	1223	_____
1223	<u>5</u>	1226	_____
1224	_____	1229	_____
1225	_____	ROM	_____
1226	_____	PC	SC
1229	_____	MC	PA
1240	<u>AE</u>		
1244	<u>JM</u>	RSM	RBM

51847 2028

RJ REYNOLDS

TOBACCO COMPANY

May 20, 1997

RJR Account #375878

P. Cox

McLANE-NORTHEAST

S. R. MacLEOD
Region Operations Mgr

160 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727

Dear Paul:

We have placed orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. 896 SKUs of Doral Flashlights (item #527813) have been ordered to Consolidated Industries to pack this Promotion.

<u>UPC Code</u>	<u>DORAL Brand Styles</u>	<u>#/ (6M) Cases</u>
12300-84006	FF BOX	<u>30</u>
12300-22081	FF BOX 100	<u>30</u>
12300-84106	LT BOX	<u>30</u>
12300-22084	LT BOX 100	<u>30</u>

Product PO # ER1578-01

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane): **June 23, 1997**

Premium Arrival (@ Consolidated): **June 26, 1997**

Ship Date to Retail: **July 14, 1997**

Flashlights (Item #527813)

SKU CUBE: 2.5280
SKU WT (w/o Product): 10.6200 lbs
Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Savings Cartons

EFT \$ Amount: **\$33,581.52**

51847 2029

-2-
B2GFP

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

*SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'*

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$1,673.00 (59.75 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator

/jc

cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

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Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

51847 2030

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

JULY: DORAL B2GF FLASHLIGHT / PROMOTION #700727

RETAIL DISTRIBUTION DATE: 7/14/97

RETAIL DISTRIBUTION DATE: 7/14/97				NUMBER OF DISPLAYS PER GROUP PER STATE												
CHAIN NAME	NO. OF STORES	#/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT	
A-PLUS/ ATLANTIC/ SUNOCO	288	See List	288	1	2	22			2	3	81		172	3		
BP OIL	45	See List	46										46			
COASTAL MART	34	1	34							8			26			
COOKS CONVENIENT	6	See List	10								10					
COUNTRY FAIR	69	See List	94								12	8	74			
CONV EXPRESS	5	1	5								5					
DAIRY MART	115	1	115	27		36					18		27	7		
EXPRESS MART	35	1	35								35					
F.L. ROBERTS	15	See List	23	8		15										
KRAUSZERS	10	1	10	10												
MANLEY'S	7	See List	16								16					
MOBIL	73	1	73	4		16			10	9	29		3	2		
RED BARREL	15	See List	18								18					
7/11 - HANDEE MART	23	1	23				1					9	13			
SUGARCREEK	47	1	47								47					
SUNRISE FOODS	17	See List	18								18					
INDEPENDENTS & SMALL CHAINS	37	See List	43	1		6	3		2	6	20		4	1		
TOTALS	821		896	51	2	95	4	0	14	26	309	17	365	13	0	